HOW to FISH like an Expert

SECRETS OF AN OLD GUIDE
FISHING FOR FUN AND RELAXATION

by CHUCK SCHILLING

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MINOCQUA, WISCONSIN

TAKE IT EASY

FISHING IS A SPORT TO BE ENJOYED, NOT A GAME TO BE WON.

SPORT FISHING, BY TRADITION, IS AN EASY GOING, RELAXING PASTIME. THE TYPICAL ANGLER IS A SPORTSMAN WHOSE VIEWPOINT INCLUDES A REAL APPRECIATION OF THE WONDERS AND BEAUTIES OF NATURE.

IN LIFE TODAY, FISHING OFFERS US ALL—MEN, WOMEN AND OUR YOUNGSTERS ALIKE—A REAL OPPORTUNITY TO ENJOY RESTFUL AND RELAXING FUN.

CHUCK SCHILLING

ABOUT THE AUTHOR:

CHUCK SCHILLING IS ANGLING EDITOR OF FLORIDA WILDLIFE MAGAZINE, OUTDOOR EDITOR OF THE STUART (FLA.) NEWS, MEMBER OF THE FISHING HALL OF FAME, DIRECTOR OF THE OUTDOOR WRITERS ASSN. OF AMERICA, AND HOLDER OF FLORIDA'S GOLD MEDAL CONSERVATION AWARD

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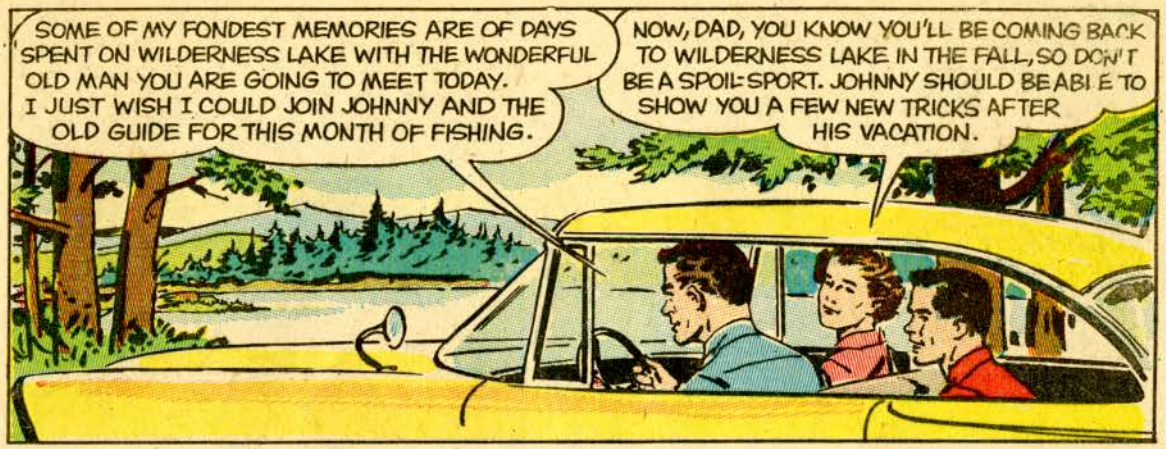
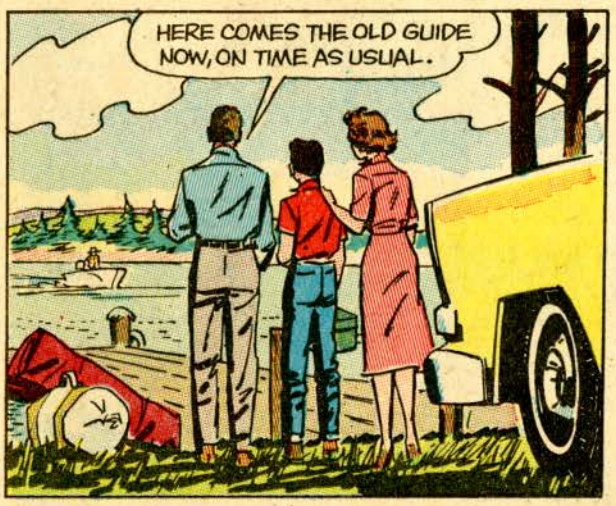
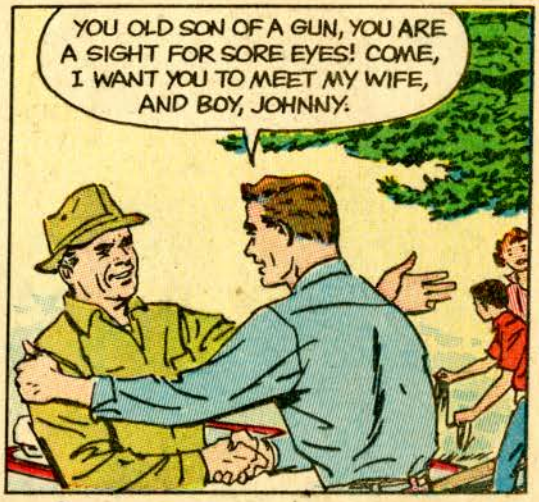
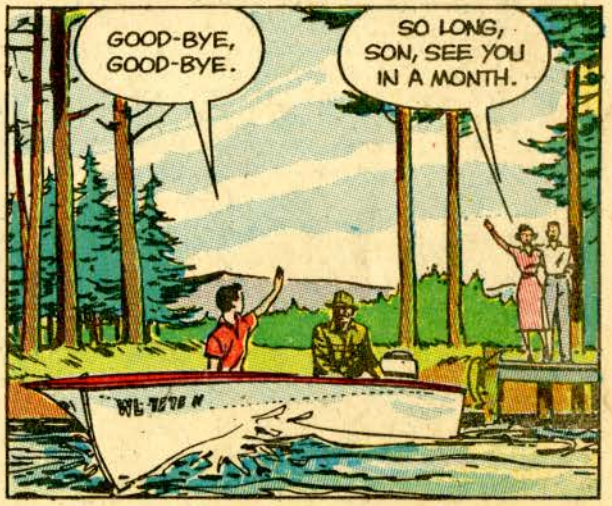

SOME OF MY FONDEST MEMORIES ARE OF DAYS SPENT ON WILDERNESS LAKE WITH THE WONDERFUL OLD MAN YOU ARE GOING TO MEET TODAY. I JUST WISH I COULD JOIN JOHNNY AND THE OLD GUIDE FOR THIS MONTH OF FISHING.
NOW, DAD, YOU KNOW YOU'LL BE COMING BACK TO WILDERNESS LAKE IN THE FALL, SO DON'T BE A SPOIL-SPORT. JOHNNY SHOULD BE ABLE TO SHOW YOU A FEW NEW TRICKS AFTER HIS VACATION.


HERE COMES THE OLD GUIDE NOW, ON TIME AS USUAL.


YOU OLD SON OF A GUN, YOU ARE A SIGHT FOR SORE EYES! COME, I WANT YOU TO MEET MY WIFE, AND BOY, JOHNNY.

I KNOW YOU'LL TAKE GOOD CARE OF OUR BOY. I'VE HEARD SO MANY WONDERFUL STORIES ABOUT YOU AND WILDERNESS LAKE THAT I WISH I WERE GOING ALONG.
WELL, NOW, THAT WOULD BE JUST FINE. WE WOULD SURE LIKE TO HAVE YOU.


GOOD-BYE, GOOD-BYE.
SO LONG, SON, SEE YOU IN A MONTH.

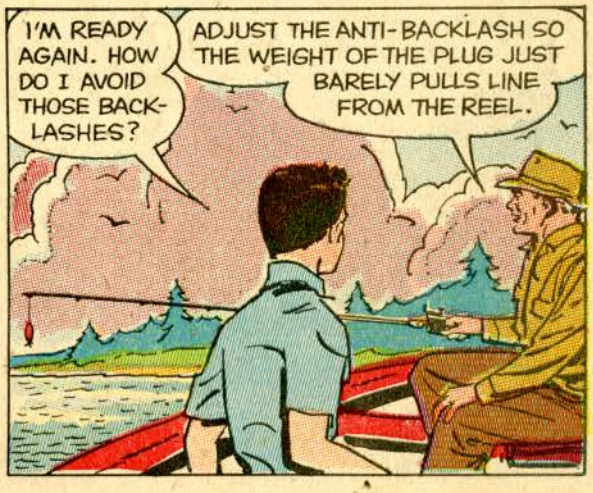
TIRE TIDBIT...
THE TIRES ON A CAR TRAVELING AT 80 MPH WILL HEAT UP TO 260° F. THIS IS EQUIVALENT TO 9 HOUSEHOLD ELECTRIC IRONS GOING FULL BLAST INSIDE THE TIRE!
260°

GEE—WHEN DO WE START FISHING?
EASY DOES IT. FIRST, WE'LL GET BACK TO CAMP. THERE'S NO HURRY.
DAD LET ME PICK OUT A COUPLE OF BRAND-NEW FISHING OUTFITS. I CAN'T WAIT TO TRY THEM.
BUYING NEW FISHING TACKLE IS LOTS OF FUN, BUT IT'S KNOWING HOW TO USE IT THAT RINGS THE BELL.
WELL, JOHNNY, HERE'S HOME. WELCOME TO WILDERNESS LAKE. THIS IS BEAUTIFUL COUNTRY. JUST REMEMBER THAT WE ARE ONLY GUESTS HERE, SHARING THE OUTDOORS WITH NATURE'S OTHER CREATURES.
I'M BEGINNING TO SEE WHAT YOU MEAN.
GOLLY, ISN'T IT TOO EARLY TO GO TO BED?
YOU NEED A GOOD NIGHT'S SLEEP WHEN YOU'RE FISHING JUST AS WHEN YOU'RE IN SCHOOL OR WORKING. TO HAVE PLENTY OF ENERGY, YOU MUST GET PLENTY OF REST.
NEXT MORNING...
OH, BOY! I'M REALLY HERE AT LAST. I CAN'T WAIT TO GET STARTED.
TIRE TIDBIT...
IMPACT RESISTANCE IS THE ADDED ABILITY OF MODERN U.S. ROYAL TIRES TO WITHSTAND SUDDEN SHOCK.

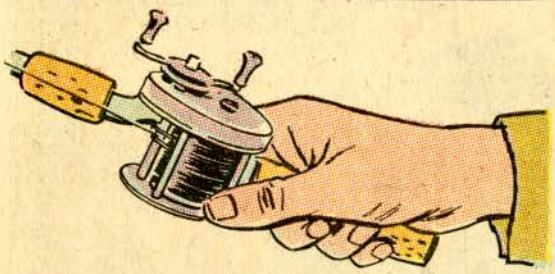
WHOOPS—I KNOW THERE MUST BE AN EASIER WAY TO DO THIS.

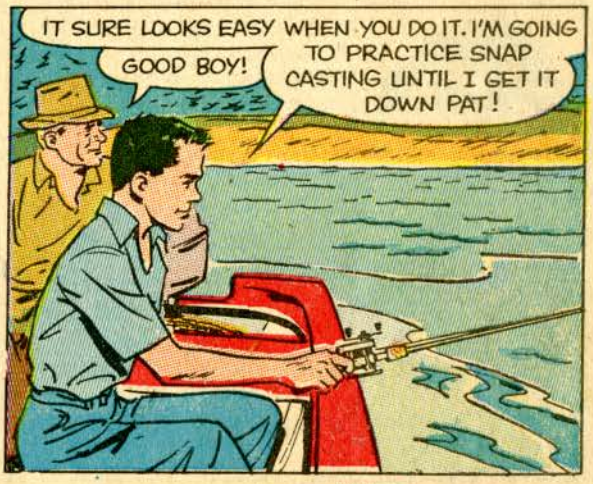
HERE'S HOW I DO IT. THIS IS THE SNAP CAST. THE ROD COMES STRAIGHT UP AND STRAIGHT DOWN. THIS WAY, I CAN'T POSSIBLY PUT A PLUG IN YOUR FACE.

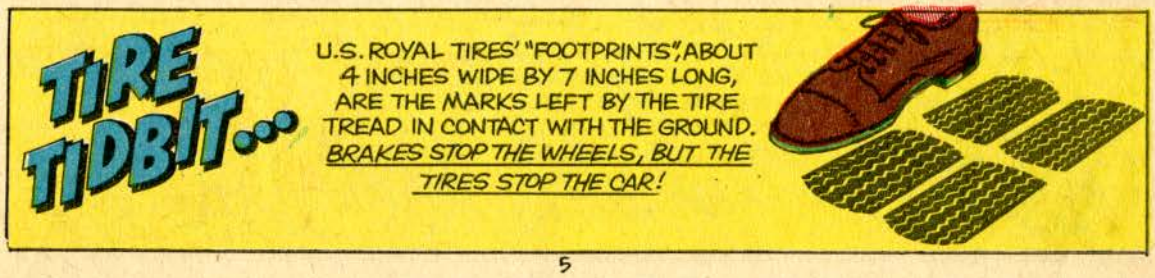
IT CERTAINLY LOOKS EASY.
IT IS EASY! THE TIP OF THE ROD DOES ALL THE WORK—IT'S ALL WRIST ACTION!


I'M READY AGAIN. HOW DO I AVOID THOSE BACK-LASHES?
ADJUST THE ANTI-BACKLASH SO THE WEIGHT OF THE PLUG JUST BARELY PULLS LINE FROM THE REEL.

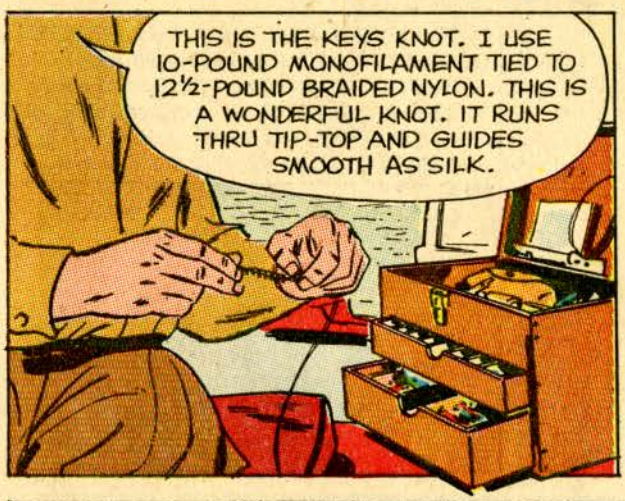
THE THUMB IS THE BEST ANTI-BACKLASH DEVICE EVER INVENTED. LET IT RIDE ON THE SPOOL FLANGE AT ALL TIMES. LET IT TOUCH THE METAL LIGHTLY DURING THE ENTIRE CAST.

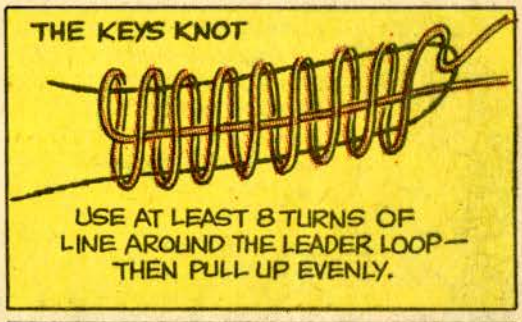



IT SURE LOOKS EASY WHEN YOU DO IT. I'M GOING TO PRACTICE SNAP CASTING UNTIL I GET IT DOWN PAT!
GOOD BOY!


TIRE TIDBIT...
U.S. ROYAL TIRES' "FOOTPRINTS", ABOUT 4 INCHES WIDE BY 7 INCHES LONG, ARE THE MARKS LEFT BY THE TIRE TREAD IN CONTACT WITH THE GROUND. BRAKES STOP THE WHEELS, BUT THE TIRES STOP THE CAR!

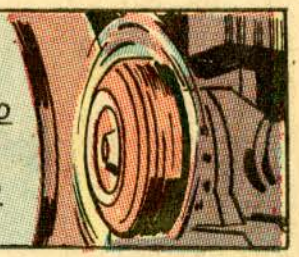
DO YOU THINK I'LL EVER REALLY MASTER PLUG CASTING? I FEEL LIKE I'M ALL THUMBS.
YOU'RE DOING JUST FINE. PLUG CASTING IS THE TOUGHEST OF ALL FISHING METHODS. IT'LL COME EASY WITH PRACTICE.
BE SURE TO CLEAN YOUR REEL'S LEVEL WIND. I USE A PIPE CLEANER AND A LITTLE SOLVENT. USE A LIGHT OIL FOR BEST CASTING.
I NOTICE YOU CAST WITH YOUR HAND TURNED DOWN. SHOULD I CAST THAT WAY, TOO?
GLAD YOU NOTICED. IT'S A SIGN YOU ARE ANXIOUS TO LEARN. EVERYONE SHOULD CAST WITH THE HAND TURNED DOWN.
THE HANDLES ACT LIKE A FLYWHEEL DURING THE CAST. IN THE UP POSITION, THEY RUN SMOOTHLY, MAKING GOOD CASTING EASIER.
THAT'S RIGHT. REMEMBER, CASTING IS A MATTER OF TIMING AND COORDINATION. EASY DOES IT—LET THE ROD DO THE WORK—SAVE THE MUSCLES FOR ROWING.
I'VE CERTAINLY LEARNED A LOT FOR ONE DAY. I JUST HOPE I CAN REMEMBER IT ALL.
DON'T WORRY ABOUT IT. IN A FEW DAYS, ALL THIS WILL BE SECOND NATURE TO YOU.
TIRE TIDBIT...
BEHIND TODAY'S MODERN U.S. ROYAL AUTOMOBILE TIRE, THERE'S ENOUGH CHEMISTRY FACTS TO FILL A FIVE-FOOT SHELF OF BOOKS, MORE ENGINEERING TECHNIQUE THAN IN THE GOLDEN GATE BRIDGE AND AS MUCH PRODUCTION SKILL AS IN A FINE WATCH.





TIRE TIDBIT...

IN THE LARGEST TIRE TESTING LABORATORY IN THE WORLD AT DETROIT, MICHIGAN, THE UNITED STATES RUBBER COMPANY'S ENGINEERS RUN TIRES MORE THAN *10,000,000 MILES A YEAR* AGAINST TEST WHEELS SIMULATING ALL POSSIBLE TYPES OF TIRE WEAR. *THIS IS ENOUGH TO MAKE 21 ROUND TRIPS TO THE MOON!*



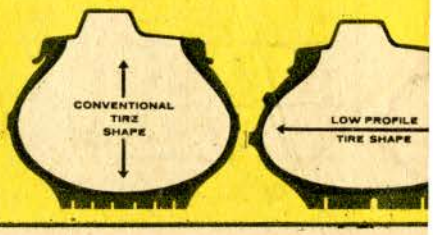
IF YOU LIVE CLOSE TO NATURE, YOU CAN OBSERVE THE FEEDING PERIODS, BUT FOR CITY FOLK, THERE IS A LITTLE BOOK CALLED "SOLUNAR TABLES", THAT GIVES THE TIMES FOR AN ENTIRE YEAR. IT'S AN INTERESTING THEORY THAT ADDS A LOT OF FUN TO FISHING.

MAY—1960 SOLUNAR PERIODS

Day	A. M. Minor	A. M. Major	P. M. Minor	P. M. Major	Sunrise and Sunset	Moon Phases
1 Sun.	9:30	3:20	10:00	3:45		
2 Mon.	10:15	4:05	10:45	4:30		
3 Tue.	11:00	4:50	11:30	5:15		
4 Wed.	11:45	5:35		6:00		
5 Thu.	12:15	6:20	12:30	6:45	4:57	
6 Fri.	1:00	7:10	1:20	735	6:58	

TIRE TIDBIT...

ORIGINAL U.S. ROYAL LOW PROFILE TIRES DO MORE THAN JUST GRIP THE ROAD. THIS RADICALLY NEW TIRE DESIGN HAS BEEN ENGINEERED TO GIVE THE STABILITY, CONTROL, AND FAILURE-FREE PERFORMANCE DEMANDED BY TODAY'S POWERFUL CARS AND MODERN NEW HIGHWAYS.

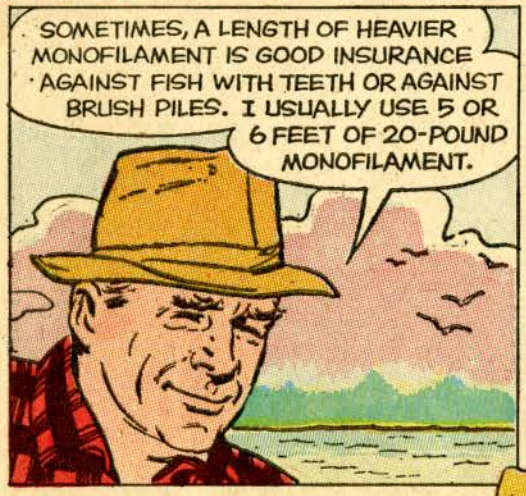


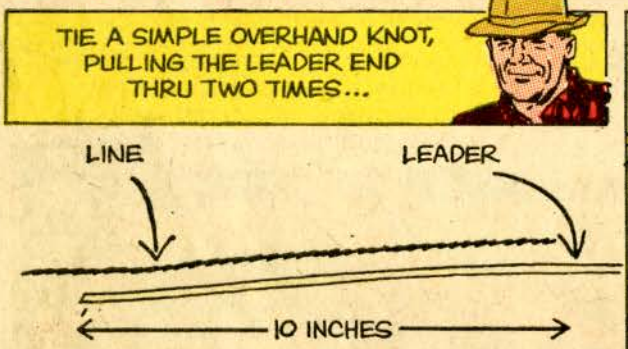
NOW—SEE THE TIRE THAT DOESN'T GET TIRED... at your nearest U.S. Royal dealer.

FLEXES LESS AT HIGHWAY SPEEDS...

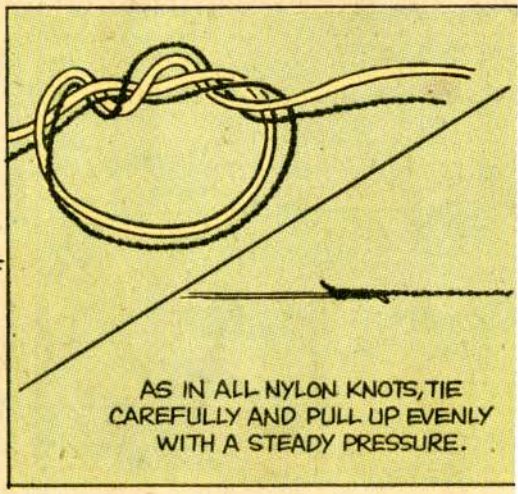
• LOWER
• WIDER
• SAFER

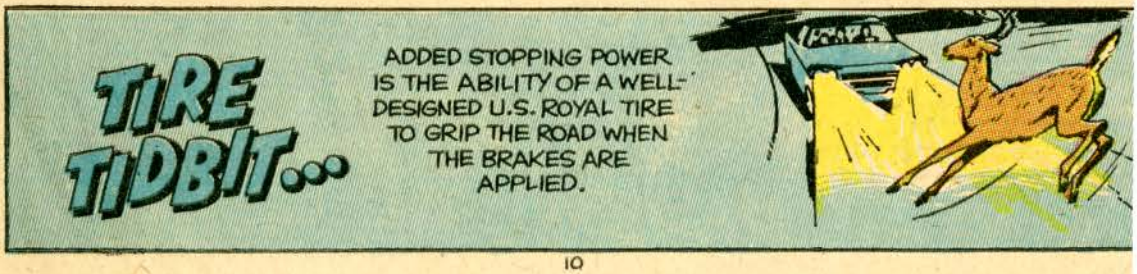
U.S. ROYAL SAFETY 1st TIRES

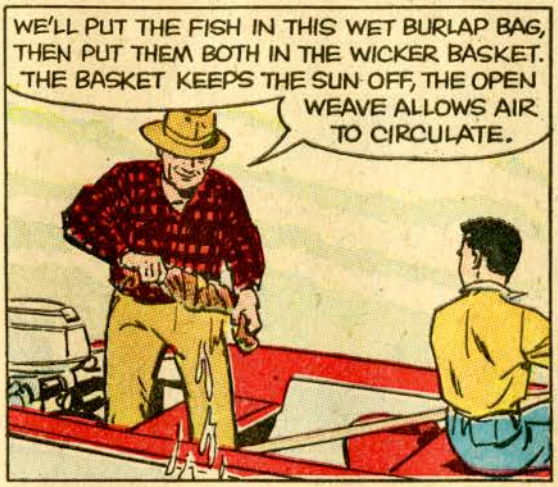


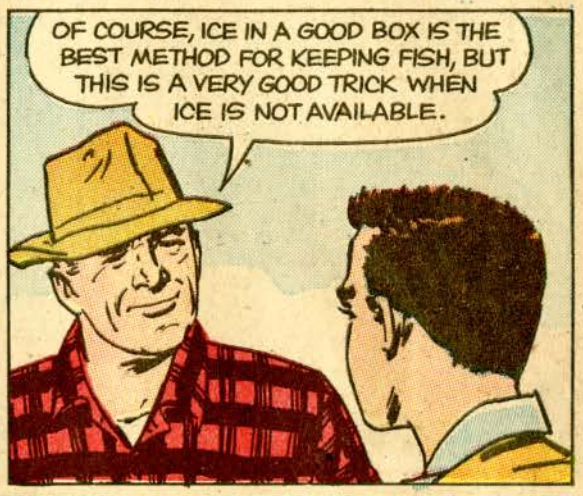


THE SURGEON'S KNOT IS WONDERFUL FOR TYING TAPERED LEADERS.



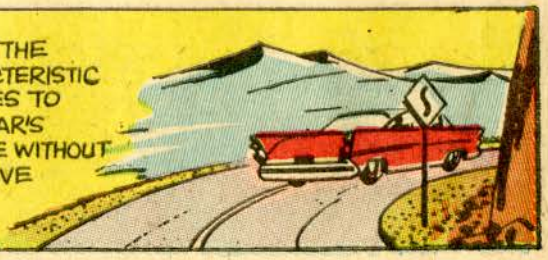






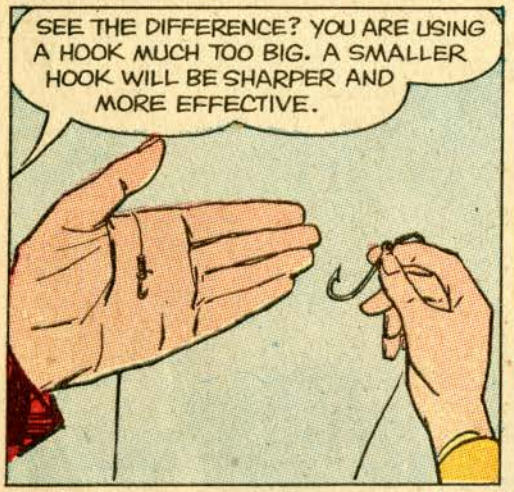
TIRE TIDBIT...

ROAD STABILITY IS THE OUTSTANDING CHARACTERISTIC OF U.S. ROYAL TIRES TO MAINTAIN YOUR CAR'S DIRECTION ON A CURVE WITHOUT CAUSING EXCESSIVE BODY SWAY



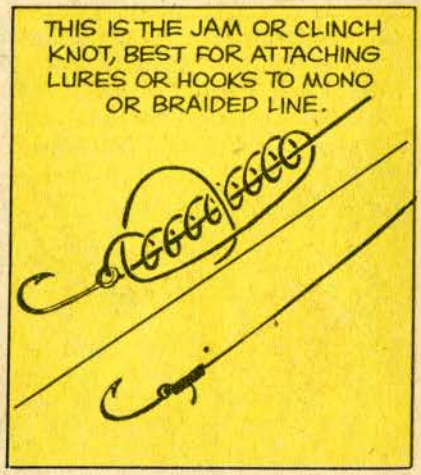
I'M USING REAL WORMS WHILE YOU USE THOSE PLASTIC ONES, AND YOU ARE STILL CATCHING ALL THE FISH.

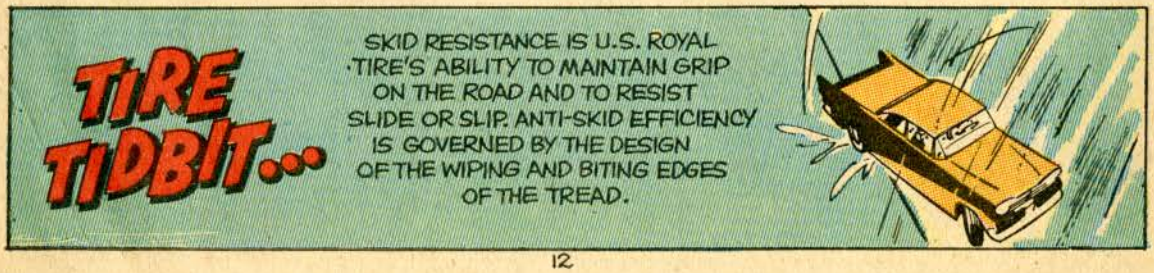
I MUST BE DOING SOMETHING WRONG. I CAN'T SEEM TO HOOK THEM.
LET ME SHOW YOU. MOST PEOPLE MAKE THE SAME MISTAKE.

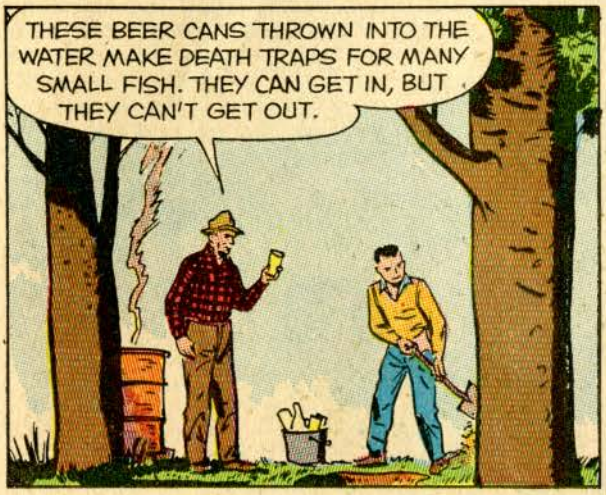

SEE THE DIFFERENCE? YOU ARE USING A HOOK MUCH TOO BIG. A SMALLER HOOK WILL BE SHARPER AND MORE EFFECTIVE.

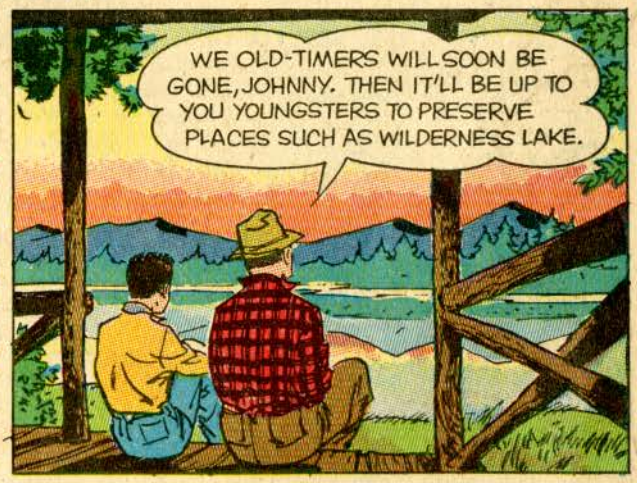
WHAT SIZE HOOK SHOULD I USE?
THESE ARE BIG FISH, SO TRY A SIZE #10. IF YOU STILL HAVE TROUBLE HOOKING THEM, TRY SIZE #14 OR EVEN #16.

JUST REMEMBER, THE SMALLER HOOKS ARE USUALLY BEST, AND THEY WILL CATCH A LOT OF BIG FISH! BIG HOOKS USUALLY MEAN SMALL CATCHES.


THIS IS THE JAM OR CLINCH KNOT, BEST FOR ATTACHING LURES OR HOOKS TO MONO OR BRAIDED LINE.

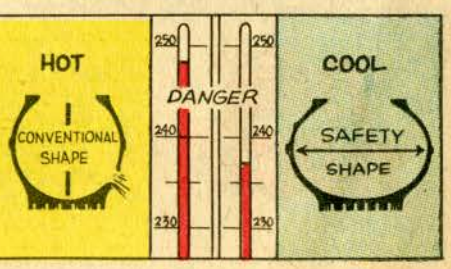

TIRE TIDBIT...
SKID RESISTANCE IS U.S. ROYAL TIRE'S ABILITY TO MAINTAIN GRIP ON THE ROAD AND TO RESIST SLIDE OR SLIP. ANTI-SKID EFFICIENCY IS GOVERNED BY THE DESIGN OF THE WIPING AND BITING EDGES OF THE TREAD.

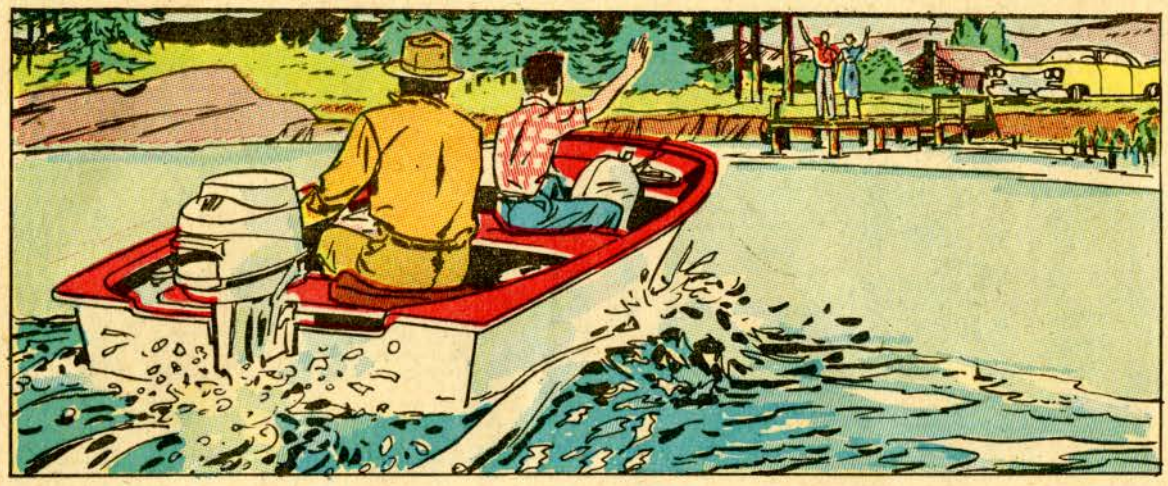




TIRE TIDBIT...

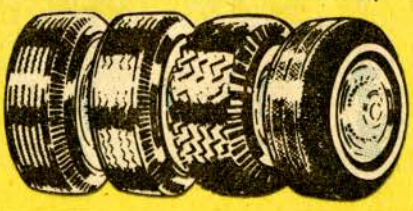
COOLER RUNNING U.S. ROYAL TIRES, DESIGNED TO REDUCE INTERNAL HEAT GENERATED DURING USE, ARE AVAILABLE TODAY BECAUSE OF IMPROVEMENTS IN DESIGN, FABRICS AND COMPOUNDING.





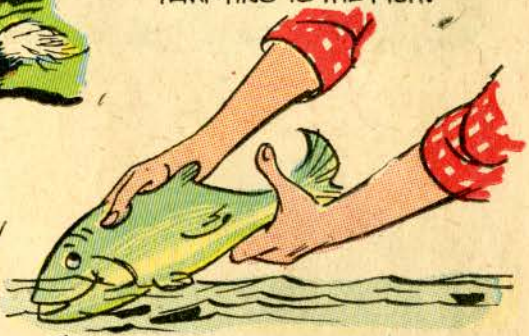
TIRE TIDBIT...

BALANCED DESIGN, PRESENT IN U.S. ROYAL LOW PROFILE TIRES, REFLECTS PROPER BLENDING OF ALL FEATURES OF A TIRE TO WORK WITH EACH OTHER TO GIVE THE CAR OWNER SUPERIOR PERFORMANCE.



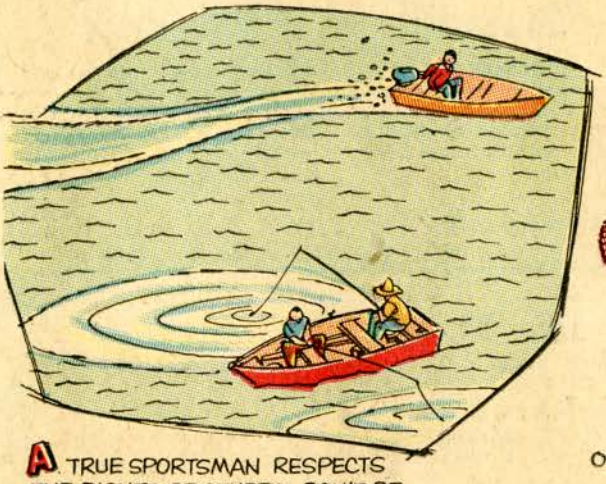
OLD GUIDE'S FAVORITE TIPS

A FEW DROPS OF OIL OF ANISE IN A CAN OF WORMS OR BUCKET OF MINNOWS MAKE THEM MORE TEMPTING TO THE FISH.



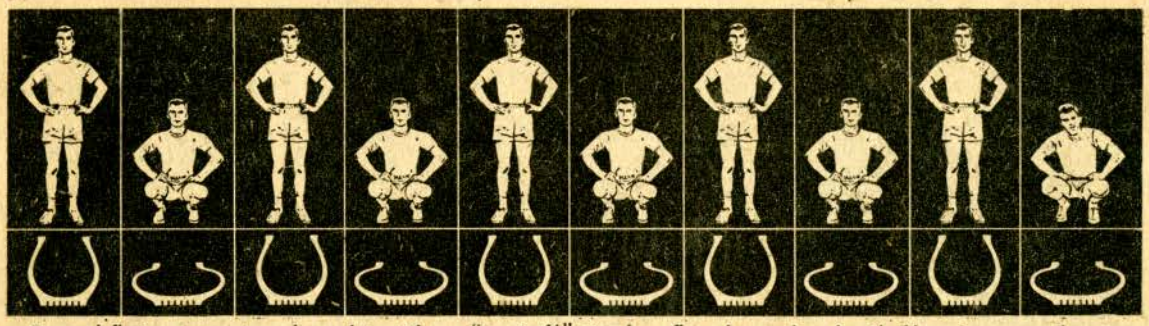
THE ENJOYMENT TO BE FOUND IN RELEASING FISH IS A LASTING PLEASURE. DO IT OFTEN AND GENTLY.

CLEAN ALL THE FISH YOU KEEP, EVEN TO GIVE AWAY. THIS GUARANTEES THEY'LL NOT WIND UP IN THE GARBAGE OR UNDER THE ROSE BUSH.



A TRUE SPORTSMAN RESPECTS THE RIGHTS OF OTHERS. DON'T BE AN OUTDOOR SLOB.

LEARN TO RELAX AND ENJOY THE OUT-OF-DOORS. THIS— NOT THE NUMBER OF FISH CAUGHT— IS THE TRUE MEASURE OF A SUCCESSFUL FISHING TRIP.



Too much flexing wears out people...and tires! *The new "Low Profile" tire shape flexes less, reduces heat build-up, increases mileage!*

NOW! THE TIRE THAT DOESN'T GET TIRED

Takes regular air pressure... yet it's lower and wider to keep you safe at top highway speeds!

SAFETY 1st

U.S. ROYAL

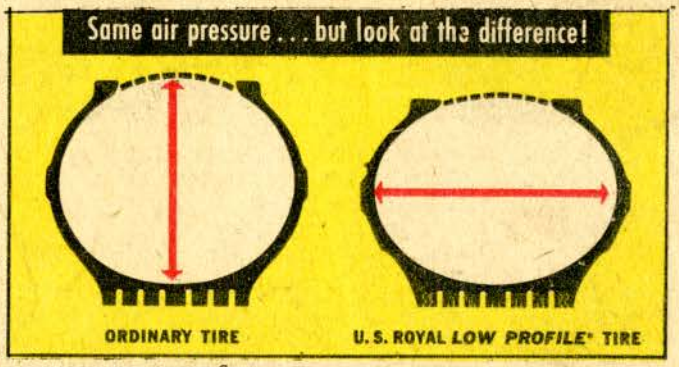
*LOW PROFILE** TIRES

*"Low Profile" is United States Rubber Company's trade-mark for its lower, wider shaped tire.

Now U.S. ROYAL drastically reduces the danger of tire failure with a revolutionary new tire—"Low Profile." This newly engineered tire is lower and wider to flex less, run cooler, wear better.

No other tire design gives you such thorough protection against high-speed failure and heat blowouts.

Yet "Low Profile" tires *cost you no more* than ordinary tires.



ORDINARY TIRE SHAPE flexes excessively, building up intense heat above the crucial 240° danger zone.

"LOW PROFILE" TIRE SHAPE reduces flex, keeping temperature well below destructive danger zone. "Low Profile" tires stay cooler.

See the complete line of U.S. ROYAL "Low Profile" tires 5 popular price ranges for every make and model car.

SMITH BROS. MARINE
Box 637, PHONE 374
Corner U. S. 51 & 70
MINOCQUA, WISCONSIN

PIONEERED BY U. S. RUBBER AS THE ANSWER TO GREATER TIRE SAFETY